

Business Innovation & Design Thinking (BIDT)

From Idea to Market

India's one and only Boot Camp

Exclusively on

Design Thinking, Technology Forecasting Innovation, & Intrapreneurship

With

**Industry expert sessions, Hands-On with various tools, Live
Case studies and Projects**

8 Days 70* Hours Intensive Certified Boot Camp

Boot Camp Structure

Day wise – Session Plan

- Day 1 – Intro to Design Thinking and Process, Empathy Interviews, Business Models
- Day 2 – Various User Research Tools and techniques and Implementation Practices
- Day 3 – Design Thinking Tools & Service, Digital Product Design
- Day 4 – Technology Forecasting & Building Innovation Road Map
- Day 5 – Innovation design strategy and various Tools and its implementation
- Day 6 – Marketing Innovation and Brand Building with Social Media Marketing & Tools
- Day 7 – Choosing right marketing Strategy for your product & Pitch Deck Preparation
- Day 8 – Demo Day

Day 1

Forenoon: Team splitting, Business Model Canvas, Design is not just making things look good- breaking the misconception!

- What is business model canvas? Why is it necessary?
- Attitude towards design: How design can be used for business innovation?
- Introduction to Design thinking?
- History and evolution of design thinking.
- Various aspects of Design thinking

Afternoon: Introduction Design Research

- Introduction to Design Research
- History and evolution of design research
- Starting from the customer Vs Starting from Technical/Product/Service/Business perspective
- Interesting case studies of Design research: The power of insights!!

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Day 2: User Centered Design (UCD) Research for problem areas identification

Forenoon: The design research process for problem identification

- Various methods of Secondary research
- Various methods of Primary research
- User interviews- Expert Interviews- Behavior tracking- Focus group discussions

Activities for gaining deeper and novel insights on the problem at hand, by systematically analyzing large volumes of qualitative data collected through user research. In this session, participants will learn precisely that, in order to develop design hypotheses.

- Understanding Users Deeply through Person
- Discovering Unmet Needs
- Reframing the Problem and Developing Design Hypotheses

Afternoon: Persona and Experience Maps

- Field Research – Interviews and Data Collection
- Converting the research data into insights, developing user personas,
- **Learn by Doing:** for building minimum 4 user personas with the team
- Importance of experience maps, examples of experience maps, Identifying various touch-points
- How specific problem identification happens through experience maps?
- Activity for building minimum 2 experience maps with the team for 2 out of the 4 personas developed in the previous activity.

Day 3: Synthesizing insights and Ideation

Forenoon:

Affinity Mapping:

What is an affinity map? Why is it important? Visualizing insights

HMW Technique for problem ideation

Learn by Doing:

To develop an affinity map for your brief. Extracting insights from the affinity map.

Discover problem areas from your affinity map. Prioritize the problems and zero in on problems that are more important from both user and business perspective

Ideate specific problem areas from your Idea.

Validation

What's the need for validation? Research validation vs Product validation

Techniques for validating research data

Quantitative research: Introduction to survey, survey tools, **preparing** and carrying out surveys and numerical validation.

Post-session activity: Collection of Various existing solutions for the validated

Various Tools

- Ideation
- Brainstorming
- Buzan's Mind-mapping
- TRIZ
- Scamper
- Edward de bono's Six thinking hats
- Models for developing innovative ideas.
- Case studies and examples that show these models for ideation.

Day 4 & 5:

Morning: **Innovation & Technology Forecasting.**

- Future Disruptive Technologies – Overview of Disruptive Technologies
- Trend Research – Micro and Macro Trends in the Technologies
- Exploring Societal Trends
- Creating Trend Maps
- Translate Trends into New Business opportunities

Learn by Doing: Desktop Research – Tech Geeking, Technology Trends, Futuristic Trend Research

- Opposite Thinking for Generating Innovative Ideas
- Hybrid Brain Writing for Innovation
- Analogy Thinking
- Learning from other Industries

Day 6: Brand Strategy & Marketing Tools for Success

- Social Media Marketing Introduction
- How to create Awesome Social Media Brand Presence
- Your Audience and Where to Find them
- Importance of Social Media Listening
- Social Media Tools – Brief Introduction
- Understanding Your Buyer persona
- Making Clear and Well defined Goals
- Choosing Right Platform
- Developing Social Media Strategy
- **Learn by Doing:** Implementing techniques thought in a platform and learn more about how customers are reacting.

Day 7:

Forenoon

- Understanding ROI, ROAS, LTV, CPC, Bidding
- Future Automation in Social Media and How it's going to change user behaviour
- AI and It's Importance in Social Media Tools

Afternoon: Working on your Problem Statements, Pitch Deck Preparation, Prototype Preparation.

Day 8

Presentation of Allotted Problem by various teams

- Best Teams will be selected and awarded "Winner of BIDT Boot Camp winter '18" with prizes.
- Best Students who perform well throughout the event will get "Best performer Award" and certificate of Excellence.

Note: Expertshub has all rights to change the structure of the program based upon expert's availability and lab conditions without prior notification to anybody.

*no of hours mentioned are calculated by both class room training & the time student spend outside the class room for their project work.

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